

Richland County Council



Joyce Dickerson
District Two

November 2, 2010

Mr. Julius Genachowski, Chairman
Federal Communications Commission
445 12th Street SW
Washington, DC 20554

RE: "MB Docket No. 10-71, Petition for Rulemaking to Amend the Commission's Rules Governing Retransmission Consent"

Dear Chairman Genachowski:

After being sworn into oath as the Richland County Councilwoman in District 2, in January of 2005, one of my goals was to improve relations between citizens and county government, as well as, to create economic development opportunities. As I study the retransmission consent rules, I realize that these rules, as they are today, are in stark contrast to those goals.

In order to improve relations and work to create economic development opportunities there has to be a feeling of trust between government and the citizens. There has to be an opportunity for government to show the citizens that their best interests are kept at the forefront of all issues that could affect them. In the case of the retransmission consent rules, and the affects that negotiations have had on our citizens, this trust has been diminished.

If broadcasters and multichannel video programming distributors, (MVPDs), are unable to come to an agreement, the citizens should not be punished. Right now, as you know, and as was represented in the recent Fox/Cablevision blackout, broadcasters were able to turn the switch off and shut down channels because they believed they were not getting enough in retransmission fees. This is not fair to the consumers. If retransmission fees increase, so do the consumer's monthly cable bill, thus causing more hardship to our citizens during economically challenging times.

Administration &
Finance

Central Midlands COG

Columbia Museum of Art

Community Relations
Council

CMRTA Regional Transit
Authority

Legislative Delegation

Regional Recreation
Complex

School District Two

Towns of Arcadia Lakes,
Blythewood, Eastover,
Forest Acres, Irmo

Transportation Ad Hoc
Committee

My goal, as I write this letter, is to ask that you review the retransmission consent rules, in order that they better serve the consumer and ensure the consumer is not reaping the consequences for the inability of broadcasters and MVPDs to come to an agreement. Channels should not be turned off. Negotiations should continue without involving the consumer, binding arbitration must be demanded when these negotiations go on and on. When televisions were blacked out, the consumers lost something that they had already paid for, along with one thing that makes the economy grow...buying opportunities. Advertisements during the news, or a ballgame, or even during a favorite television show is one way to help consumers decide to purchase products they may otherwise not have known about. When the television goes black, the commercials don't air and products may not get bought.

Please consider issuing a "Notice of Proposed Rulemaking," in order that the retransmission rules can be reviewed and revamped to better serve the consumer, who is an unwilling participant in these negotiation strategies. Binding arbitration must also be demanded when negotiations are not working and the consumer gets caught in a continuing battle between two large corporations.

Sincerely,

A handwritten signature in blue ink that reads "Joyce Dickerson". The signature is written in a cursive, flowing style.

Joyce Dickerson
District Two